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**KOREAN GROCERS IN LOS ANGELES JOIN THE FIGHT
TO EDUCATE WOMEN ABOUT BREAST CANCER
AND THE BENEFITS OF EARLY DETECTION & TREATMENT**

LOS ANGELES – The Los Angeles Korean-American Grocers Association (KAGRO) and leading markets serving the Korean-American community in Los Angeles unveiled today an important new in-store and media campaign to help educate women about their risk for breast cancer and the benefits of yearly clinical breast exams and mammograms for women 40 and older. Partnering with the grocers is the California Department of Health Services' program that offers free breast cancer screenings to qualifying women who call 1-800-511-2300.

"The Korean American Grocers Association and the markets participating in this program are proud to be a part of this important public health campaign," stated L.A. KAGRO President Paul Park. "We are pleased that culturally sensitive breast cancer services are available in the community, and we are ready to do our part in letting women and their families know about them," added National KAGRO President Emeritus David Kim.

The program begins in participating stores on Monday, June 14th and will run for an initial two-week period. Women and their families who visit the stores will receive a special gift bag containing free gifts and information about breast cancer and available services. The bag will include a free, specially designed potholder as well as a coupon for a free package of tofu from program sponsor JayOne Foods, Inc. The free gift program will be promoted in full-page ads in major Los Angeles Korean language newspapers.

"This heartfelt effort from the Korean grocers will help save the lives of women in our community," said Brian Montañó, director of Partnered for Progress, the Los Angeles regional partnership of the California Department of Health Services' program that helps uninsured, low income women 40 and older access free clinical breast exams and mammograms. The services are provided through a network of culturally and linguistically sensitive health providers. The program's 1-800-511-2300 toll-free telephone number is available in Korean, Mandarin, Cantonese, Vietnamese, English and Spanish.

According to the California Cancer Registry from the California Department of Health Services, breast cancer is the leading form of cancer among Korean women. A 2001 UC San Diego study showed that only 22% of Korean women 40 and older surveyed reported having had a mammogram in the past 12 months. In 2003, an estimated 22,000 women in California will be newly diagnosed with breast cancer, and 4,000 women will die from the disease. Early detection of breast cancer is key to saving lives. Statistics show that if breast cancer is detected and treated early, the survival rate is more than 96 percent.

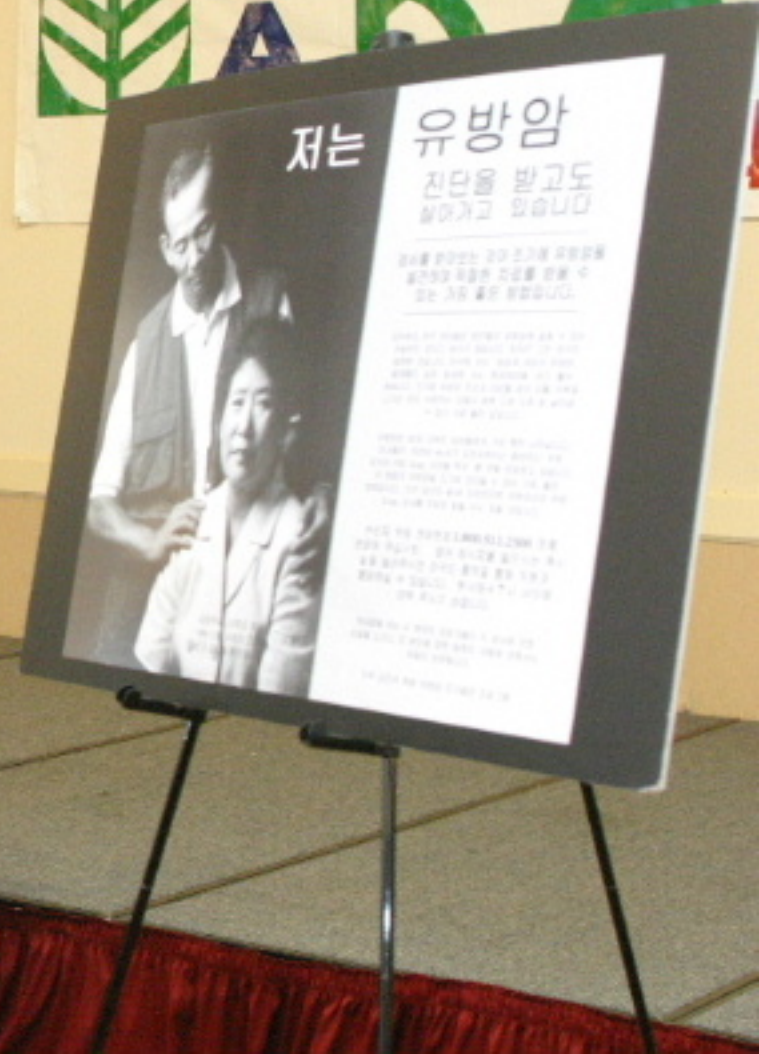
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LA KAGI
"모이자 자 나가자"

Mr. David Kim, President, National
Korean Grocer's Association



Dr. Daniel Lee, Medical Director, The Korean Health, Education, Information and Research (KHEIR) Center, Los Angeles



AKAGR

"모이자 뭉치자 나가자"



Representative from JayOne Foods, Inc., event sponsor

